



COUNTY OF LOS ANGELES
Internal Services Department

1100 North Eastern Avenue
Los Angeles, California 90063



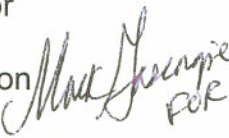
Dave Lambertson
Director

To enrich lives through effective and caring service.

Telephone: (323) 267-2101
FAX: (323) 264-7135

May 23, 2005

To: Each Supervisor

From: Dave Lambertson
Director 

Subject: **UPDATE ON 3-1-1 IMPLEMENTATION IN THE
CITY OF LOS ANGELES**

This is the eighth in a series of periodic status reports to your Board on the utilization of 3-1-1 by the City of Los Angeles. The City of Los Angeles is in the third year of providing 3-1-1 services. Monthly call volume is increasing. Public use, particularly during the major storms, suggests that awareness of 3-1-1 is relatively high.

The City's current budget for 3-1-1 services remains unchanged from previous years at \$4.5 million.

The City's Department of Building and Safety call center is targeted for consolidation with the 3-1-1 center this year. Also, a program to reduce the number of toll-free telephone numbers used by various departments has been approved by the City Council. Current plans call for the reduction to be phased in over about a year's time.

Countywide, only the City of Los Angeles has implemented a 3-1-1 system. However, the City of Long Beach has undertaken a 3-1-1 feasibility study. Statewide the cities of San Francisco and Sacramento have expressed interest in 3-1-1, but no formal action has been taken. San Jose continues to use 3-1-1 for non-emergency police reporting,

On July 1, INFOLINE of Los Angeles County will join with adjacent counties to launch regional 2-1-1 service, focusing primarily on health and human services referrals. Therefore both 3-1-1 and 2-1-1 will be available within the Los Angeles city limits. INFOLINE and the City of Los Angeles 3-1-1 call center have signed a memorandum of understanding delineating the responsibilities of both entities for transferring calls.

ISD will provide another report to the Board on 3-1-1 when significant activity warrants.

DL:ld

Attachment

- c. Chief Administrative Officer
Board of Supervisors, Executive Office
Chief Information Officer
Department Heads

**STATUS REPORT ON THE USE OF 3-1-1 IN THE
COUNTY OF LOS ANGELES
PURSUANT TO A JANUARY 18, 2000 BOARD MOTION**

The City of Los Angeles, now in its third year of providing 3-1-1 services, continues to grow and increase its offerings to the public. Monthly call volume is increasing and public use and acceptance particularly during the major storms suggests that public awareness is significantly higher than statistics suggest. The City encourages the use of 3-1-1 for non-emergency police services, street maintenance, building permits, etc., and seasonal needs such as Christmas tree recycling and sand bag pick-up locations.

Countywide to date, only the City of Los Angeles has implemented a 3-1-1 system, although the City of Long Beach has undertaken a 3-1-1 feasibility study. Statewide the cities of San Francisco and Sacramento have expressed interest in 3-1-1, but no formal action has been taken. San Jose continues to use 3-1-1 for non-emergency police reporting, but has not expanded to program to include other city services. Nationwide, 13 major municipalities including New York City, Baltimore and Chicago have adopted 3-1-1 as the number to call for a variety of services.

City of Los Angeles 3-1-1 – Current Program Description:

The winter storms that swept through Southern California early this year generated significant increases in calls from residents reporting potentially hazardous conditions such as roadway damage and localized flooding. On January 10th, 3,626 calls were received and processed by the 3-1-1 center, mostly regarding street maintenance, sand bags, sewers, storm drains, fire station locations, etc. The City's Emergency Operation Center, Street Services and Fire Department provided the 3-1-1 center with regular updates on storm conditions, roadway flooding, street closures and sand bag distribution locations.

Call volume for January 2005 totaled 58,507, more than double the number of calls received during the previous January, and 13% of all calls received originated from wireless phones. The 3-1-1 center received 485,333 calls in 2004, an increase of 97,929 (about 20%) over the prior year.

The operating budget for this fiscal year is approximately \$4.5 million, essentially unchanged from the 2003-2004 budget.

Prospects for Enhancement:

The existing call center operated by the Department of Building and Safety is targeted for consolidation with the 3-1-1 center this year. Toward that end, the 3-1-1 center has taken delivery of a new premise-based telephone switch compatible with that of Building and Safety. Until now, the 3-1-1 center has relied on a central office-based telephone switch. Cross-training of call center personnel is underway in anticipation of the

upcoming consolidation, which will see the 23 workstations of Building and Safety operate as a remote arm of the 35-plus consoles at the 3-1-1 center. This will result in a "virtual" 3-1-1 center, with service and information requests being received and processed at two separate locations. At some point, it may be desirable to consolidate 3-1-1 under one roof to achieve maximum efficiency and reduce expenditures.

Also, a program to reduce the number of toll-free telephone numbers used by various departments has been approved by the City Council. Current plans call for the reduction to be phased in over about a year's time.

A contract has been awarded to Motorola for software and hosting of the Citywide Service Request System (CSRS), with Motorola and Accenture jointly contracted to provide the necessary system integration. The CSRS will provide a service intake and monitoring system common to all departments served by the 3-1-1 center. A separate contract for 3-1-1 marketing has been approved, and staff is working with the vendor to establish a schedule for deliverables.

Call Completion Using 3-1-1 and 2-1-1 – Land Lines

The routing of calls for 3-1-1 and 2-1-1 are distinctly different:

- For 3-1-1, the call routing infrastructure is essentially city based. As such, only those calls made from land lines located within Los Angeles City limits are routed to the City of Los Angeles' call center. If another city besides Los Angeles implemented a 3-1-1 service, a caller in that city would be connected to their city's call center, not the City of Los Angeles call center.
- For 2-1-1, the call routing infrastructure is designed to support a regional (i.e., County-wide approach). Regardless of the city or unincorporated area from where a call to 2-1-1 originates, the call will go to the INFO LINE call center.

Cell Phone Access:

Verizon and AT&T Wireless, whose acquisition by Cingular Wireless is pending, are now providing 3-1-1 access. All wireless carriers serving the metropolitan Los Angeles basin are routing calls to the 3-1-1 center.

Legislative Activity:

In the present legislative session, no state or federal bills have been introduced impacting the provision of 3-1-1 service. New York Senator Charles Schumer has announced that he will seek \$1 million in federal funds this year to help Suffolk County, New York launch 3-1-1 service as a means of reducing non-emergency calls to Suffolk's 9-1-1 center.

Regional Activities:

In late 2004, the City of Long Beach issued a Request for Proposals seeking consultant assistance in preparing a 3-1-1 feasibility study, and is now in the final stages of the selection process. The intent of the study is to identify best practices models for 3-1-1 used by other local governments, and estimate the costs/benefits of these models if implemented in Long Beach. The study will define the goals of investing in 3-1-1, identify the challenges, and recommend ways to address those challenges.

3-1-1 and 2-1-1:

The InfoLine 2-1-1 service will begin in Los Angeles County on July 1, 2005, providing residents with easy access to a wide range of health and human services referral, including County-provided services. InfoLine and the Los Angeles 3-1-1 staff have signed a memorandum of understanding delineating the responsibilities of both entities. No recent talks have occurred, but 3-1-1 staff anticipates further talks prior to 2-1-1's July launch date.

Summary and Recommendations:

In keeping with the Chief Administrative Officer's State Legislative Agenda for the 2005-06 session (Board Agenda item #18, January 4, 2005), ISD will continue to monitor any legislative activity related to 3-1-1 and 2-1-1 programs, particularly regarding any efforts to establish Statewide standards for implementation and governance.

DL:RS:ld
05/19/05